
N E W S L E T T E R

Purchase/Pennyrile Regional Office

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WHAT TO DO AFTER ELECTION DAY

Once the elections are over and the winners are determined, librarians need to act quickly to influence the newly elected public officials. This includes officials who have been re-elected. After a campaign everyone is ready for a new start. Send congratulations to the winners and thank you notes to the losers and those who chose not to run again. Those who lost or did not run again will move on to new positions and will still be able to help the library. In Helena (MT) one of the candidates for City Council who lost helped with the campaign to get a levy for the Library by organizing a yard sign effort. Those who become lobbyists can also be of help. Include officials on all levels of government: city, county, state, and national.

Hold an open house for newly elected officials and issue a news release announcing it. Public officials love publicity. Demonstrate the services that the library can provide for the officials and their constituents. Make the open house festive with music, food, and exhibits, and new bookmarks or brochures. The new promotional material might explain what government resources are available at the library and through the library from the Internet. Include such information as whether:

- the library provides tax forms
- has census data, government manuals, phone directories, and other government information
- is a depository for any level of government information or is able to refer users to libraries that do have government information collections
- has a web site where the user can go to find government information or political sites.

Set up an exhibit on the political process. Include books, historical political buttons, bumper stickers, and newspaper ads, memoirs and books about campaigns and information about presidential libraries. An always popular item is memorabilia from local political races. Consider providing a bibliography of what is in the exhibits and collection.

Visit the local office of your Congressional and State legislators and talk to them about what your library does for your community. Brief them on any bills in the works or bills you would like to see introduced that will help your library serve the public better. If you have a bill in mind ask the legislator if he or she would introduce the bill, co-sponsor it, or support it. Offer to be a witness at hearings on library issues. If the legislator has a web site suggest that he or she link the site to the library's site so constituents are aware that they can get information needed to participate in the democratic process at their local library.

There are lots of other ways to work with elected officials. Sit down with your staff and brainstorm on how to work with these officials and their staff. Many of your staff may already be working with the official or staff by answering reference questions, checking out books, reserving meeting rooms. Your staff may also attend the same church, belong to the same clubs or organizations, or might even be related to the official. Getting to know elected officials should be your goal for the next couple of months. Then when you need them in the next legislative session you will already have a working relationship.

--adapted from *The U*N*A*B*A*S*H*E*D Librarian* #115

PERSONAL COMMENT

The *Kentucky Public Library Newsletter* has undergone many changes since its inception in the mid-1980s. Looking back at old issues, one of the more obvious was the change from typewritten to computer processed text. It wouldn't take Scotland Yard to deduce when clip art switched from scissors and cellophane tape to scanned and inserted. One hopes the years have shown a progression toward a more professional looking publication, while consistently providing content that was informative and beneficial to the readers.

Now it's time for another change. For more than a decade the *Newsletter* has had the same editor. During that time I have enjoyed finding and presenting articles, as well as writing many original ones, I thought would be of interest to you. I hope I have succeeded. The pen mouse now passes to a new editor, Marjorie Flowers, KDLA's Regional Librarian in Green River/Pennyrite (Owensboro).

Remember the March/April 2000 issue's lead item, *You Talked And We Listened*, discussed the part-time subject specialties each regional librarian would have? Marjorie will take over "Publications" as her specialty with the start of the new year. She'll do a great job. Look for exciting new changes as she becomes familiar with her new duties. And, in case you were wondering, I will switch to "Trustees" as my specialty and, as such, continue writing *T³: Trustee Training Tips*.

Both Marjorie and I want you to know that your comments and suggestions about either of these publications are always welcome.

It's been a great time and I'll admit to mixed feelings as I move on to a different set of opportunities. I'll miss "speaking" to you via the *Newsletter*, but I'll catch many of you on the flip side at *T³*. Thanks for your compliments and support over the years.

-- Nelda Moore

SRP RESULTS ARE WOW!

This year's Summer Reading Programs set new statewide records for enrollment. Carol Baughman, Children and Youth Services Consultant for the Department for Libraries and Archives, reported some dramatic increases over last year's impressive enrollment totals. With all but eight libraries reporting, the number of children participating for 2000 is 80,747. Last year's final total was 72,621—a record at that time. Baughman estimated there were about 1,100 children in the remaining eight counties, based on last year's figures from those libraries. This would bring the final grand total to over 81,800! This represents a 12% increase over last year.

In addition to very impressive statewide totals, three libraries stood out with dramatic increases of their own. Louisville Free Public Library reported figures that showed an increase of 4,500 participants in their program. Bullitt County's enrollment was 102% more than in 1999 and Estill County's jumped by 713% —the largest gain in the state!

To quote State Librarian and Commissioner Jim Nelson, "All these kids are leaps and bounds ahead...very important piece in the learning mosaic and a great way to build a reading/learning culture in our state...thanks for all your hard work and creative programming!"

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Serving Kentucky's Need to Know



An agency of the Education, Arts & Humanities Cabinet

LARGE PRINT COLLECTIONS

Staff at the State Library is seeking a more efficient way to manage large print collections and has come up with a plan that may make it easier for everyone.

We will not create any more numbered collections. Libraries will be sent the equivalent number of books (70 per collection) that they had been receiving. The books will not have collection numbers and will not have to be kept together and rotated as a unit. When it comes time to rotate books to another library or libraries, just gather 70 books and send on to the next library on the schedule without regard for keeping the same 70 together. If you are short a few books, the State Library will fill in as usual.

With the change in regional lines it would have been difficult, if not impossible, to avoid returning some collections to some of the same libraries. By combining 70 volumes from an assortment of collections, we hope to avoid returning a lot of duplicates to your region. The 70 books will represent a variety of genres, some older books and some new books, selected from collections most recently returned by other regions.

I hope this plan will work for you as well as for us. Keep in mind that this is Plan One and if it doesn't work well, we'll try to come up with a better Plan Two. Your comments and suggestions will always be welcome!

-- Martha Gregory

SIGNIFICANT STATISTIC

Although connecting to the Internet from home is increasing, 45% of all adult Kentuckians do not have a home computer. Only Alabama, Arkansas, West Virginia, and Mississippi have fewer citizens owning home computers.

INTERNET CLASSES

Lexington Community College offers on-line undergraduate credit courses in library science designed to meet certification requirements of Kentucky public library employees. Their Spring 2001 semester classes will be:

- Introduction to Reference Services
- Library Services for Children
- Library Services for Young Adult
- Adult Services and Literature Personnel
- Appalachian Kentucky Literature
- Central Kentucky Literature
- Web Publishing for Public Libraries

All classes are for 3 credit hours and cost \$222 for in-state students. Deadline for application to admission to LCC is December 8th. Classes begin January 10th. For additional information contact Martha Birchfield at <marthab@pop.uky.edu>. To apply for admission and register for a class via the web go to <www.kyvu.org>.



FREE BOOK OFFER

The Boone County Historical Society wants to offer a copy of their book, *Boone County: From Mastodons to the Millennium*, to each Kentucky county public library. The book is a hardbound volume full of fascinating stories and pictures of Boone County history. The work sells for \$30 plus \$6.50 shipping and handling. It will be given to each library for the cost of shipping alone. Contact the Boone County Historical Society, P O Box 23, Florence, KY 41022-0023.

OLD FACES IN NEW PLACES

Three positions at KDLA were recently filled by current staff members. Chris Bischoff is the new Construction Coordinator; Janet Chisman is the new Continuing Education Coordinator; and Jim Edney is transferring to the Northern Kentucky Region.

MEASURING LIBRARY SERVICE

The National Center for Education Statistics (NCES) maintains a database of information based on these annual reports from public libraries in all 50 states and the District of Columbia. NCES issued a report entitled, *How Does Your Public Library Compare? Service Performance of Peer Groups*, by Keri Bassman. The report categorized almost 9,000 public libraries into peer groups based on size of population of the legal service area and total operating expenditures. Then, comparisons of service performance were made, based on five input and seven output variables. The input variables were:

- public library service hours per year
- total librarians
- total ALA-MLS librarians
- total number of subscriptions
- total number of books and serials.

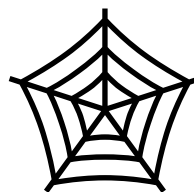
The output variables were:

- library visit per capita
- children's program attendance
- circulation of children's materials
- interlibrary loans received
- interlibrary loans provided
- total per capita reference transactions
- total per capita circulation

To view this report in its entirety, go to: www.nces.ed.gov/surveys/libraries/publicpeer. You may also link to it through KDLA's home page at www.kdla.net.

FREE RECORDINGS ON THE WEB

This unusual site should prove to be helpful to readers with visual disabilities. Publisher Assistive Media offers recordings of articles from periodicals such as *The New Yorker*, *Wired*, and *Scientific American* at www.assistivemedia.org. Even books, both classic and contemporary, are available for download for free with RealPlayer. Coming soon are a Reading Room and a Teen Reading Room.



GRAPHICS ON THE WEB

Check out this graphics web site that links to free downloadable items suitable for a library, home, or small business: www.freegraphics.com. The categories are Web Graphics, Artist Contests, Holiday, Animated Graphics, Free Graphics Software, FG Select, Backgrounds, Fonts, Wallpapers, Tutorials, Online Create Your Own, and FG Specials. There are also links to other "freebie" sites that are not graphics, such as free tutorial sites, Web marketing sites, and free computer software sites. The producer of Free Graphics says that it is a labor "of somewhat fickle love...it is not a corporation, firm, industry, company, enterprise, or outfit." Most sites listed are rated on quality, quantity, and creativity of product offered.

There are 1,027 special taxing districts in Kentucky! Public libraries account for 105.

STILL READING AND READING

According to a poll conducted by the Gallup Organization in September 1999, a large majority of Americans (84%) claim to have read at least one book during the previous year. This percentage has held steady for the past 20 years.

Other findings of the poll include:

- 38% had read more than 10 books.
- 64% of women had read six or more books, compared to 42% of men.
- There is little difference by age in those reading six or more books:
 - 62% of 50-64 year olds
 - 55% of 30-49 year olds
 - 56% of 18-29 year olds
- As might be expected, there is a large difference in book reading by educational level. Again, those reading six or more books:
 - 78% have a postgraduate education
 - 71% were college graduates
 - 58% have some college education
 - 42% were high school graduates or less
- 46% said they read mostly nonfiction, compared to 35% fiction readers. Gender had an influence in this category, with 51% men identified as preferring nonfiction, compared to 41% of women.
- Despite all the publicity about book clubs, only 6% of the public participates in book discussion groups.

And how do Americans choose which books to read? Amazon.com and friends notwithstanding, only one percent of respondents to this poll said they selected their books by browsing an Internet site. Recommendations from a friend's influence 27%, and 26% said they browsed a bookstore or library. Another 27% said they chose books by authors they liked. Only 6% selected books based on reviews [One wonders if they were librarians?].

LIFETIME ACHIEVEMENT AWARD

The Kentucky Library Association presented its first Lifetime Achievement Award this year to Ellen Hellard, former Director of Field Services for the Kentucky Department for Libraries and Archives. Hellard, at KDLA for 28 years before retiring in 1993, worked hard to see the number of legally established public libraries in this state grow from 30 to 118. Quoting from a newspaper interview with her, Hellard said she hoped she had brought to the Field Services Division "the ability to make people feel good about what they've done. I think I have had an enthusiasm that shows and sparks others to have an enthusiasm themselves in being involved with libraries." She made local librarians and trustees understand what they did was important.

PLANNING FOR EVENTS AHEAD

Don't forget the following special events and dates for library related activities:

- December 4-5** Collection Maintenance Days @ KDLA; all offices will be closed
- January 20** KLTA Executive Board meeting @ Scott County Public Library in Georgetown
- January 22** *Techniques for Beginning Tellers* [this storytelling workshop is limited to 30 participants] site TBA later
- January 31** Annual Summations for Certification Renewal are due to each KDLA Regional Office
- February 1-28** OSHA 200 Accident and Injury report must be posted

READER RESPONSE RESULTS

The last issue of this newsletter's informal poll netted these results:

96% said they read most everything, with 3% reading bits and pieces and 1% hardly any at all.

The responses were 50% staff, 30% management, and 20% trustee.

Among the items listed as being of value or interest were: Planning Ahead; Marketing; various web site listings; Characteristics of a Fully Developed Library; Gates Grants; Twelve Ways Libraries Are Good for the Country; Bookmobile testimonials; Internet information; regional news; and "all of it."

Identified as being of least value or interest were: SOLINET; web sites; Spanish language "stuff"; Rural Rebirth; Advisory; Library Media; Trivia.

98% wanted to see more local and/or regional news.

Items identified as covered too frequently were: web sites and trustee topics. Many marked their responses as "NA."

The standing columns were ranked by approval at 98% regional insert; 1% planning ahead; and 1% trivia corner.

General comments included: "Great job; Always look so professional and full of info; Good info, we enjoy; Good work; I like the newsletter, thank you for your work; I always look forward to seeing this. It keeps one abreast of happenings outside of one's library. The regional news is especially helpful and ending with the trivia is a nice touch. I believe this is a very informative newsletter for board members and staff-keep up the good work; All staff are required to read and initial then we keep in a notebook in case of an argument [!] This is one of the few mailings we receive that we actually read—it is just right for our short attention spans. It is one of KDLA's best services."

[Editor's Note: Thanks to all of you who responded and a personal thank you for all the kind comments. We even had one response from Texas!]

BORN TO READ

The American Library Association and *Parents Magazine* have teamed up to support "Born to Read," an early literacy initiative. *Parents Magazine* has underwritten the cost of printing 500,000 copies of a version of the brochure "Born to Read: How to Raise a Reader" that includes a subscription form and an offer for a free issue of the magazine. A supply of the free brochures and a colorful poster were mailed to every public and branch library in the United State in May.

To request more information, visit the ALA web site <www.ala.org/alsc/born.html> or call 800.545.2466, ext 5050.

BOOKS FOR BABIES

Friends of Libraries USA (FOLUSA) has enhanced its "Books for Babies" campaign to include parents at all reading levels by importing an informative, easy-to-read booklet from England. The booklet, *Babies Love Books*, by Catherine and Laurence Anholt, will show American parents at lower reading levels the importance of nurturing literacy skills in their children by talking, playing, and reading with them.

This colorfully illustrated new edition to the "Books for Babies" kit is included along with baby's first book, baby's first library card, three pamphlets about the importance of reading, Barbara Bush's "Family Reading Tips," and a nursery rhyme and finger game booklet. Locally inserted library information and a bib are optional additions.

The kits are \$5 with a minimum order of 25; a single sample kit is \$8. For more information visit <www.folusa.com/bforb.html> or call 800.9FOLUSA.

GUTENBERG EXHIBIT

Make plans to visit the Louisville Free Public Library before January 6, 2001 to view a prestigious one-of-a-kind exhibit on the works of Johannes Gutenberg, the German inventor who developed the printing press with movable type. On loan from the Gutenberg Museum in Mainz, Germany, one of Louisville's sister cities, the exhibit is scheduled for LFPL on what is believed to be the 600th anniversary of Gutenberg's birth.

Most of the collection is on loan for the first time and includes some rare unbound pages of a Gutenberg Bible, printed circa 1456, as well as a full-scale working replica of his original printing press. More than 100,000 visitors are expected to visit the exhibit.

The exhibit is free and open to the public during regular hours at the Main library located at 301 York Street. The city of Louisville has agreed to absorb the entire cost of bringing the exhibit to LFPL and UPS has agreed to transport the collection free of charge. The Library Foundation and the Friends of the Library have agreed to raise donations.

MEDICAL RESOURCES VIA WEB

The Anderson County Public Library and Anderson Community Education are partnering again to offer four (4) workshops at the library on *The Internet and Medical Resources*. Three sessions will be open to the public, with the fourth targeting the health professionals in the county. Winn Theirl, University of Kentucky Medical School librarian, will conduct the workshops that will focus not only on locating medical information via the Internet but evaluating it as well.

'CROSS THE COMMONWEALTH



All across the Commonwealth public libraries and librarians are doing remarkable things that deserve the recognition of their colleagues. This column attempts to highlight some of these. Requests for additional items are continually solicited.

The Ashland *Daily Independent* published a full-page article with pictures in their Sunday "Today's Living" section about a day on the **Greenup County Public Library** bookmobile.

The **Graves County Public Library** participated in the "Back to School Blast" in August. The library's booth featured a display of print and non-print materials and all visitors were given a mug filled with library pencils, bookmarks, and stickers. Everyone who visited the booth was registered for the door prize—a Harry Potter book.

The **Bennett Center Children's Branch** of the **Laurel County Public Library**, using an Early Childhood grant from KDLA, is doing programs on Japanese language and culture for children up to age three.

Throughout September the **McCreary County Public Library** sponsored a *Use Your Library Card* contest. Each use of the card was an entry, as was each application for a new card. Prizes included a desk dictionary for adults and a large stuffed animal for children. The library plans to repeat this contest periodically.

The **Carroll County Public Library** director and board of trustees hosted a luncheon for community leaders and elected officials at which the library's plan for future expansion was unveiled.

LIBRARY TRIVIA CORNER

WHY LIBRARIES ARE THE BEST COMMUNITY ASSET

6. Every librarian deserves an Oscar for showing no expression when folks talk about the LiiiBERRY.
5. Librarians know, understand, translate, and use more acronyms than any other profession...except IT (Information Technology).
4. Libraries are "Driver's Ed" for the Internet, keeping the public from becoming roadkill on the Information Superhighway.
3. Libraries provide a convenient and safe drop-off location for parents who wouldn't dream of leaving their children unattended anywhere else.
2. Libraries provide a central recycling spot for "Book of the Month Club" selections, *Reader's Digest* condensed books, and *National Geographic* magazines.
1. Librarians keep explaining, to anyone who will listen, that Z39.50 is neither a CIA conspiracy nor the newest episode of the *X Files*.

-- adapted from Sue Ridnour and Beth Borman, NETLS

**Kentucky Department for Libraries
and Archives
Northern Kentucky Regional Office
303 South Main Cross
Flemingsburg, KY 41041**

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